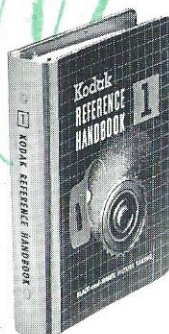
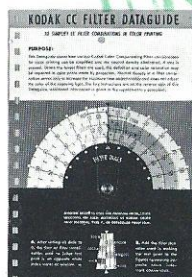
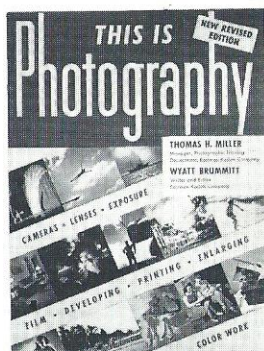
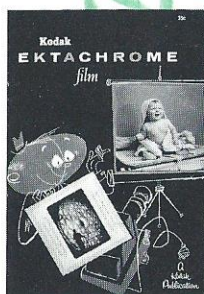
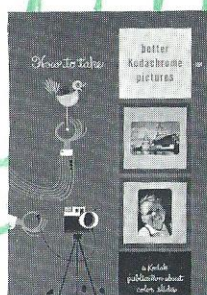
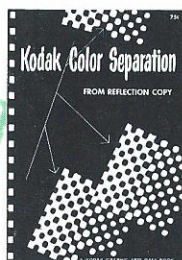
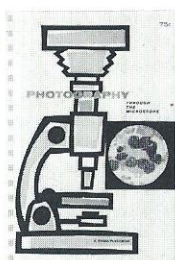
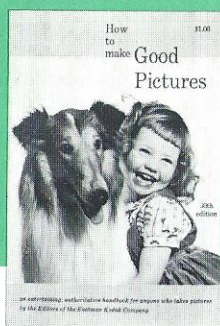


Kodak

JUL 5 '58

BOOKS and GUIDES



1958

The Kodak publications described in this booklet have been skillfully written by experts in their respective fields of photography.

Nearly all publications listed here can be bought at, or ordered through, most Kodak dealers. The Graphic Arts Handbook and all of its components, as well as the booklets, "How to Use Kodak Fluorescent Water Colors" and "Photomechanical Reproduction of Fluorescent Art Work," are available only through Kodak Graphic Arts dealers. All prices given are list prices and are subject to change without notice.

Elementary Booklets

BLACK-AND-WHITE AND COLOR

***Kodak Ektachrome Film:**

This booklet not only tells how to get good pictures, but also explains the differences between Ektachrome and Kodachrome films. It includes data helpful both to the beginner and the experienced picture taker, plus a section on home processing of the film. 32 pp. Illus. 35¢.

E-13

***Let's Take Kodacolor Pictures:**

Gives simple instructions for taking Kodacolor pictures indoors and out, with flash, flood, and daylight; explains how the correct lens and shutter setting for a picture is judged from the lighting, the character of the subject, and the distance. Illustrated in full color. 32 pp. 35¢.

E-10

How to Take Better Kodachrome Pictures:

Explains how to make Kodachrome still pictures outdoors by daylight alone and with supplementary flash,

and indoors with flash and flood. The family photographer should come away from this well-illustrated booklet with added confidence and better Kodachrome slides. 32 pp. 35¢.*

E-11

Better 35mm Snapshots:

An easily digestible menu for tips for better black-and-white pictures with a 35mm or any adjustable camera. Discusses close-ups, indoor snapshotting by existing light, filters and Portra lenses, and other photographic aids. 32 pp. Illus. 35¢.

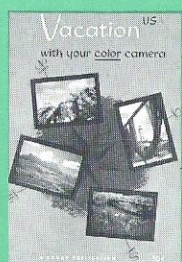
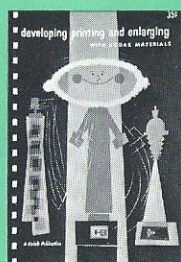
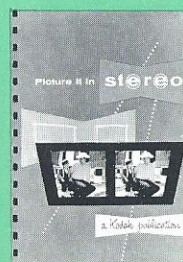
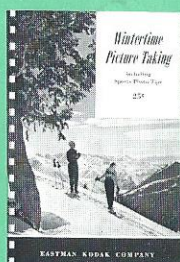
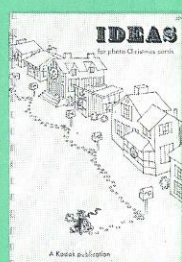
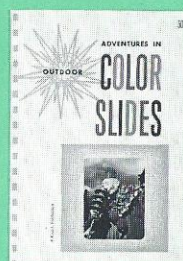
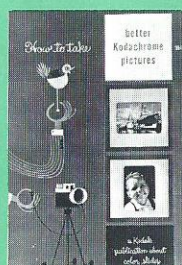
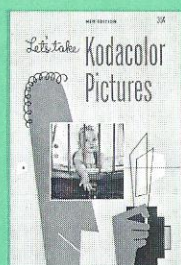
C-30

Adventures in Outdoor Color Slides:

Designed to help the advanced color-slide fan make better pictures outdoors, with both Kodachrome and Ektachrome films. Discusses equipment, lighting, close-up techniques, depth of field, and gives ideas for making out-of-the-ordinary pictures. 64 pp. Illustrated in color. 50¢.

E-9

**Similar item available in Spanish.*



Better Snapshots of Your Children:

Covers picture taking from babyhood to school age. Gives examples of the ten pictures most parents want of their children and tells just how to take each picture. Flash, floodlight, daylight, close-up, and action shots are discussed. 36 pp. Illus. 35¢. C-32

Better Movies in Color:

Tells simple ways of making sharp, colorful, and interesting movies in color, both indoors and out. Explains the whole story from exposing the film to projecting it. Provides facts that picture takers need to know about their camera and Kodachrome Films. 24 pp. Illustrated. 35¢. D-4

Brownie Book of Picture Taking:

This booklet contains everything that a person with a simple camera would want to know about taking better pictures. Cartoon-strips and drawings are by Charles Schultz, creator of the cartoon strip, "Peanuts." 32 pp. Illustrations in color. 35¢. C-1

Picture It In Stereo:

This booklet is a step-by-step guide to amateur stereo snapshooting, from focus and exposure to how to get maximum stereo effects. Includes recommendations for close-ups. 32 pp. Highly illustrated. 35¢. C-7

Wintertime Picture Taking:

Gives information on black-and-white and color picture taking outdoors in winter, with both still and movie cameras. Equipment and methods of protection against low temperatures are described. 16 pp. Illus. 25¢. C-4

**Similar item available in Spanish.*

***Developing, Printing, Enlarging with Kodak Materials:**

Tells, step by step, how the beginner can develop his films and make his own prints and enlargements with simple Kodak equipment. The basic methods described are the foundation of all darkroom technique. 26 pp. Illustrated. 35¢. J-2

Ideas for Photo Christmas Cards:

Whether you use the services of a photofinisher or do it yourself, this booklet will help the casual or advanced photographer produce better, more original greetings at low cost. Discusses posing the family, getting a greeting directly into the picture, and other basic topics. 24 pp. Illustrated. 35¢. G-11

Vacation USA— with Your Color Camera:

Provides helpful tips for making better vacation pictures with Kodachrome Film—movies and slides—and with Kodacolor Film. Will help in choosing the right equipment, planning the shooting, and exposing correctly some of the unusual subjects encountered along the way. 64 pp. Illustrated. 75¢. C-22

Vacation Europe— with Your Color Camera:

Contains many suggestions for planning and documenting your European trip. Gives general photographic suggestions, mailing instructions, customs regulations, and a list of photographic "musts" which should be included in the record of your visit. 64 pp. Illustrated. 50¢. C-29

Kodak Master Photoguide:

Contains information for taking still pictures in black-and-white and color on miniature, roll, pack, and sheet films. Dial computers, tables, and brief text present data on exposure, filters, depth of field, Kodak Portra and Telek Lenses, and other essentials. Pocket-size. 32 pp. \$1.75. R-21

*Kodaguide Snapshot Dial:

A two-dial calculator for black-and-white and color films. One dial gives exposures for outdoor pictures; the second gives exposures for pictures with flash lamps. Pocket-size. 25¢. R-1

Kodak Dye Transfer Dataguide:

Determines matrix printing times based on densities read or estimated from negatives. Relates density, lens aperture, and magnification. \$1. R-23

Kodak CC Filter Dataguide:

Shows how various Kodak Color Compensating Filter combinations for color printing can be simplified and the neutral density eliminated, if

Kodak Movie Photoguide:

32 pages of on-the-spot movie making information. Dial computers, tables, and brief text give data on indoor and outdoor exposure, close-up photography, movie continuity, field sizes and depth for many Cine-Kodak lenses and Portra lenses, and film and filter data. Pocket-size. \$1.75. R-22

Kodak Movie Dial:

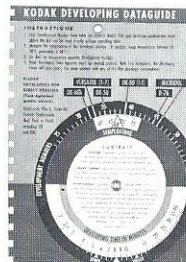
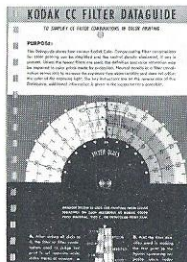
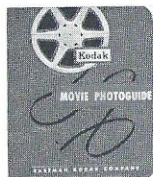
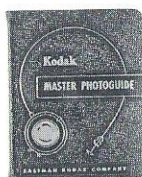
A pocket-size calculator for outdoor and photoflood exposures with Kodachrome and black-and-white Cine-Kodak Films. Includes lens settings for various camera speeds. 25¢. R-2

any is present. Key instructions are on the reverse side of the Dataguide and a supplementary pamphlet is included. \$2. R-5

Kodak Developing Dataguide:

Calculates correct developing times for Kodak roll- or sheet-film, or film-pack development in tank or tray. Contains information on a number of developers, range of temperature, choice of contrast. 50¢. R-6

** Similar item available in Spanish.*





How to Make Good Pictures: A complete handbook on the fundamentals of "still" photography for the amateur photographer. 192 pp. Illus.

Paper-bound edition. \$1.00.

W-1

Case-bound edition. \$1.95.

W-2

How to Make Good Home Movies: Points the way to real pleasure in taking and showing amateur movies. 192 pp. Available June, 1958.

Paper-bound edition \$1.00

W-3

Case-bound edition \$1.95

W-4

This is Photography: A book for those who have made pictures and who want to learn more about photography easily and pleasantly, 260 pp. Illus. \$2.75.

W-5

Photo Chemistry in Black-and-White and Color Photography: Designed for people who have had little or no formal training in chemistry, physics, or photographic theory, but who are interested in photography as a hobby or as part of their work. 124 pp. Illus. \$1.25.

W-39

The Complete Book of Lighting: Discusses the nature, function, and correct use of light to produce an effective picture. 256 pp. Illus. \$2.95.

W-6

An Introduction to Color: Helps the enthusiast to understand the fundamentals of color in relation to physics, physiology, and psychology. 340 pp. Illus. \$6.

W-32

Principles of Color Photography: Presents the theory behind color photography. Intended particularly for the research and development worker concerned with color. 709 pp. Illus. \$13.50.

W-36

Radiography in Modern Industry: Provides a dependable text of the fundamental knowledge necessary for efficient radiographic practice. 136 pp. Illus. \$5.

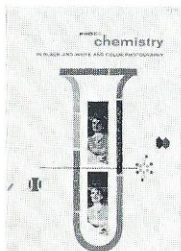
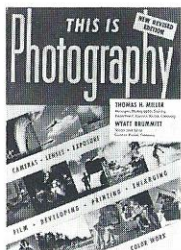
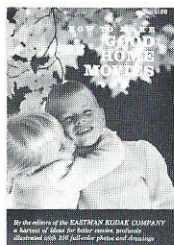
W-37

Photography in Astronomy: Provides an elementary introduction to the practice of astronomical photography. 112 pp. Illus. \$2.75.

W-35

The History of Photography from 1839 to the Present Day: Discusses the growth of photography. Over 160 reproductions illustrate the finest work of major photographers. 256 pp. \$5.

W-31



KODAK HANDBOOKS AND PHOTOGRAPHIC NOTEBOOK

There are six main reference books on Kodak products, processes, and techniques: The Kodak Reference Handbook, Volumes 1 and 2, the Kodak Color Handbook, the Kodak Professional Handbook, the Kodak Graphic Arts Handbook, and the Kodak Industrial Handbook. Each contains a wealth of information arranged for quick reference.

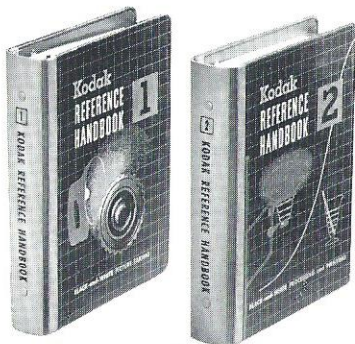
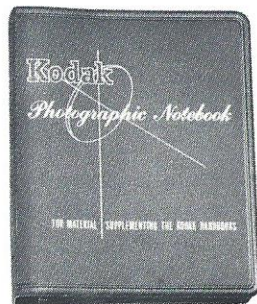
These handbooks can be supplemented by one or more Kodak Photographic Notebooks, units designed for filing conveniently one's personal collection of photographic notes and literature (see below). Collectively, the six handbooks plus your notebooks form the basis for a reference

library of elementary, advanced, or professional information suited to your needs. The handbook-notebook format consists of a Mult-O Ring binder which accommodates publications 5½ by 8½ inches. All Kodak publications intended for insertion in one of these binders are supplied already punched. Each handbook and notebook contains a registration card. Those who fill out and forward one of these cards are placed on a mailing list to receive periodic notification of appropriate new or revised Kodak Data Books and other Kodak publications. The handbooks can thus be kept up to date with a minimum of difficulty.

Kodak Photographic Notebook:

An aid to keeping in order one's photographic notes, Kodak special equipment manuals, certain Data Books, and other literature. Each notebook contains: (1) a list of special photographic articles which are available on request from the Sales Service Division; (2) a sample of the newsletter, *Kodak Handbook News*; (3) notebook paper; and (4) tabbed separator pages for index purposes, \$1.50.

W-22



Kodak Reference Handbook:

Two volumes devoted essentially to black-and-white photography. Over 450 pages of instructions on practical techniques and data for the amateur and professional. Illustrated. **Volume 1.** (1) Flash Technique; (2) Kodak Lenses, Shutters, and Portra Lenses; (3) Kodak Films; (4) Filters and Pola-Screens. \$4.00.

W-20

Volume 2. (1) Enlarging with Kodak Materials and Equipment; (2) Kodak Papers; (3) Processing, Chemicals & Formulas; (4) Copying. \$4.00.

W-21

DATA BOOKS IN KODAK REFERENCE HANDBOOK

VOLUME 1

Flash Technique: (2nd ED.)

Contains information devoted to the technique of making better flash pictures. Special attention is given to flash at and away from the camera, flash with color film, and electronic flash. Includes tables of flash exposure guide numbers. 64 pp. Illustrated. 50¢.

C-2

Kodak Lenses, Shutters, and Portra Lenses:

(5th ED.)

Presents Kodak camera and enlarger lenses for still photography, shutters, supplementary lenses, and focusing aids. Lens specifications, Data Sheets on Kodak lenses, and useful optical information and formulas are included. 60 pp. Illustrated. 50¢.

A-21

***Kodak Films:**

(7th ED.)

Covers the physical and photographic properties of Kodak black-and-white films. Speed and exposure are discussed in detail. A section is included on storage and care of films. Contains Data Sheets for Kodak roll films, film packs, and sheet films. 70 pp. Illustrated. 50¢.

F-1

Filters and Pola-Screens:

(4th ED.)

Describes the theory and use of filters and Kodak Pola-Screens. Includes a table of filter factors for Kodak films and plates, a classification of Kodak sensitive materials, a description and listing of Kodak Combination Lens Attachments, and Data Sheets for the most popular Kodak Wratten Filters. 52 pp. Illustrated. 50¢.

B-1

** Similar item available in Spanish.*

VOLUME 2

Enlarging with Kodak (1st ED.)

Materials and Equipment:

Follows the enlarging process, step by step. Contains information on selecting the right paper grade, print processing, finishing procedures, combination printing, dodging, and others. Includes facts about enlarging lenses, and reducing and enlarging tables. 56 pp. Illustrated. 50¢.

G-16

Kodak Papers:

(6th ED.)

Discusses Kodak contact and enlarging papers—their characteristics, selection, and use to obtain high-quality prints—and special materials for industrial use. Data Sheets for the more popular photographic papers are included. 64 pp. Illus. 50¢.

G-1

***Processing, Chemicals and Formulas:**

(5th ED.)

Discusses processing principles and recommended processing techniques for black-and-white roll films, sheet films, plates, and papers. Describes the characteristics of nearly 50 Kodak chemical preparations and provides a comprehensive group of Kodak formulas. 68 pp. Illus. 50¢.

J-1

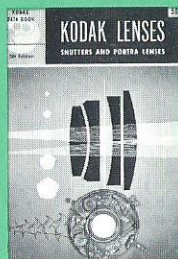
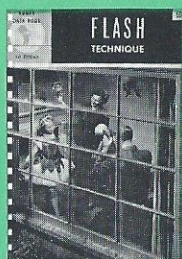
Copying:

(6th ED.)

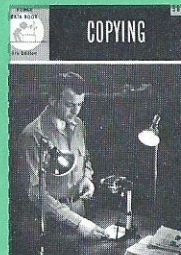
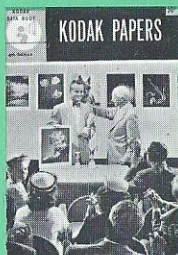
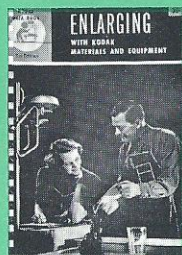
Contains lighting, exposure, and processing recommendations for copying graphs; diagrams; negatives; illustrations, photographs, and paintings, in both black-and-white and color; tapestries and other fabrics; etc. Includes Data Sheets for Kodak films recommended for use in copying. 48 pp. Illustrated. 50¢.

M-1

The Kodak Reference Handbook, Volume 1, contains these sections



The Kodak Reference Handbook, Volume 2, contains these sections



Kodak Wratten Filters for Scientific and Technical Use:

Useful for technically advanced photographers, but intended primarily for laboratory workers in those fields where complete spectrophotometric data are essential. It contains spectrophotometric curves, data on percent transmittance, luminous transmittance, dominant wavelength, excitation purity, and stability on the complete line of Kodak Wratten Filters. Includes recommended groups of filters suitable for experimental work in scientific and color photography, photomicrography, spectroscopy, and photometry. 78 pp. 75¢. B-3

Stains on Negatives and Prints:

Explains the causes of stains on negatives and prints, how to prevent them, and when possible, how to remove them. Discusses various types of stains and colors. Included are tables

to assist in the identification of stains, and data arranged for quick and easy reference. 35 pp. Illustrated. 25¢. J-18

Kodak Materials for Aerial Photography:

Contains detailed information on films for use in professional aerial cameras. Data Sheets on plates and papers are also included. Shrinkage characteristics of films and papers; storage of films, papers, and plates; data on filters; processing; and formulas are given, 32 pp. Illus. 50¢. M-4

Pictures from the Air with Your Camera:

Tells how an ordinary camera can be used to obtain good aerial photographs for amateur and semicommercial use. Instructions and data are given for both still and movie cameras and for both black-and-white and color films. 16 pp. Illus. 35¢. M-5

COLOR DATA BOOKS IN COLOR HANDBOOK

Color As Seen and Photographed:

(1st ED.)

Explains, in a readable way, the basic principles of color and color photography. Describes how the Kodak color processes work and how results are influenced by visual effects. 68 pp. Profusely illustrated. 75¢.

E-74

Color Photography Outdoors:

(1st ED.)

Tells how to make color pictures of consistently high quality under various natural lighting conditions. Includes supplementary-flash, scenic, illustrative, and architectural work. 56 pp. Illustrated. 75¢.

E-75

Color Photography in the Studio:

(1st ED.)

Saves time and film by providing the information needed to plan successful indoor pictures. Includes sections on portrait and commercial lighting, special problems, make-up, and flash technique. 64 pp. Illus. 75¢.

E-76

***Kodak Color Films:**

(2nd ED.)

Contains full information on handling, processing, color balance, speed, use of filters, and related subjects. Includes a Data Sheet for each of the Kodak materials for still color photography. 72 pp. Illus. 75¢.

E-77

OTHER COLOR BOOKLETS

Kodak Flexichrome Process:

Provides complete working instructions for making Flexichrome prints and coloring them. Includes suggestions for the beginner, and guidance for the advanced worker. 40 pp. Illustrated. 75¢.

E-78

Color Separation and Masking:

Contains complete information on making (1) balanced color-separation negatives either from positive color transparencies or directly from the subject, (2) masks to insure the best color quality. Instructions include directions for plotting and interpreting characteristic curves. 56 pp. Illustrated. 75¢.

E-79

* Similar item available in Spanish.

Kodak Dye Transfer Process:

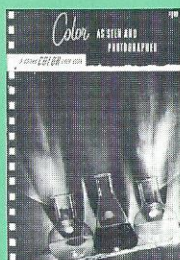
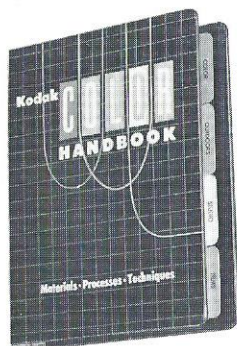
Covers both the printing of color-separation negatives with Kodak Matrix Film and the printing of Kodak Ektacolor negatives with Kodak Pan Matrix Film. Includes full details of register methods, control procedures, and handling of dyes. 60 pp. Illustrated. 75¢.

E-80

Derivations from Color Photographs:

Instructions for a new adaptation of the Kodak Dye Transfer Process which yields decorative abstractions in color rather than the usual realistic reproductions of the original subjects. 16 pp. Illustrated. 25¢.

E-72



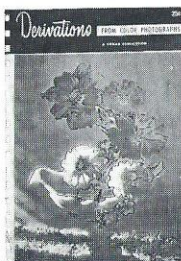
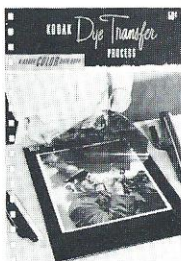
Kodak Color Handbook:

Devoted to color photography of professional caliber. These books provide complete, authoritative information on taking still pictures in color with Kodak materials. Emphasis is on picture taking. 260 pp. Over 100 full-color illustrations. \$5.00.

W-23

Other Color Publications:

The casebound books *Principles of Color Photography* and *An Introduction to Color* are described fully on page 6. See page 5 for information on the *Kodak CC Filter Dataguide* and the *Kodak Dye Transfer Dataguide*.





Kodak Professional Handbook:

A manual of the professional's craft. Includes the four Kodak Professional Data Books listed below, plus 20 selected sample prints on Kodak photographic paper. These prints include all the emulsions, stocks, and varieties of paper surfaces of interest to professional photographers. 272 pp. Illustrated. \$4.00.

W-26

*Professional Printing with Kodak

Photographic Papers: (1st ED.)

Supplements the technical data given in the Kodak Papers Data Book by discussing the factors involved in making high-quality prints. Emphasizes exposure determination, considerations in processing, special printing techniques, print finishing, toning, and special production methods. 68 pp. Illustrated. 50¢.

G-5

Camera Technique for Professional Photographers:

(1st ED.)

This booklet describes the purpose and practical applications of the various adjustments—swings, tilts, slides, rises—which it is possible to make with a versatile camera. It discusses the choice and the use of lenses for the job. Data Sheets on professional lenses included. 64 pp. Illustrated. 50¢.

O-18

*Negative Making for Professional Photographers:

(1st ED.)

Contains full information on making negatives of high caliber for professional use, including characteristics of a good negative, differences between portrait and commercial negatives, exposure indexes, negative processing, rapid processing, essentials of retouching, and filing and storing negatives. 64 pp. Illus. 50¢.

F-5

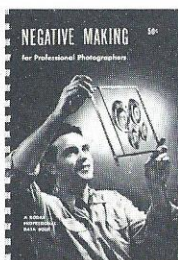
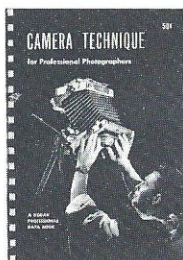
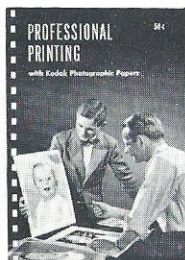
Use, Maintenance, and Repair of Professional Equipment:

(1st ED.)

Describes maintenance of Kodak Photographic equipment—cameras, lights, and darkroom and finishing equipment—as used in portrait, commercial, industrial, and news photography. Contains sufficient data so that in many cases the photographer will be able to make emergency repairs himself. 64 pp. Illus. 50¢.

O-17

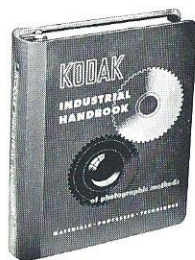
* Similar item available in Spanish.



Kodak Industrial Handbook: (Revised)

Four Kodak Industrial Data Books designed to fill the need for information about photographic techniques as tools in industry. Explains photographic methods for effectively transmitting information within business, industrial, and scientific organizations. Suitable for commercial or industrial photographers. 244 pp. Illustrated. \$4.00.

W-25

**How to Organize and Operate Photographic Service Departments:**

(1st ED.)

This booklet explains the approaches which are used in bringing various types of photographic services to industry. It describes physical features and administrative procedures in the operation of photographic facilities for applied photography whether in-plant or commercial. Includes photographs and plans of typical layouts. 60 pp. Illus. 50¢.

P-17

How-To-Do-It Pictures: (1st ED.)

Describes the photographic procedures used for making how-to pictures for instruction sheets; repair and alteration instructions; product editorial releases; inspection, safety, and maintenance manuals. Equipment, backgrounds, preparation of subject, and special photographic techniques are discussed. Examples of exploded views, ghost assemblies, sequences, are included. 60 pp. Illus. 50¢.

P-19

Photographic Production of Slides and Filmstrips:

(1st ED.)

Covers the necessary steps in preparing visual presentations for industrial, technical, and educational purposes. Discusses techniques for transforming photographs or art work into filmstrips or slide sequences in black-and-white or color. Includes instructions for copying, printing, and the making of duplicate color transparencies. 52 pp. Illus. 50¢.

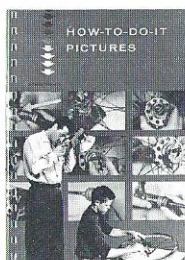
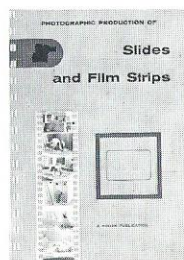
S-8

Making Service Pictures for Industry:

(1st ED.)

Contains useful information for the photographer working on industrial picture assignments. It is concerned with the types of pictures made within the plant for technical use, rather than those made for promotional purposes. The techniques required for a wide range in object size, surface, and location are described. 72 pp. Illus. 50¢.

P-4



Industrial Motion Pictures:

Covers the basic techniques in the application of motion pictures to industrial problems. Includes detailed information on preparations, equipment and supplies, continuity, lighting, editing, special camera effects, and sound technique. 76 pp. Illus. 50¢.

P-18

Storage and Preservation of Motion Picture Film:

Discusses structure of motion-picture film, effects of temperature and relative humidity, and factors governing stability and permanence of both the support and photographic image. 80 pp. Illus. 50¢.

The Photography of Gross Specimens:

Designed to help medical technicians and doctors photograph large specimens. Discusses suitable cameras, films and filters, lighting, backgrounds and camera technique. 24 pp. Illus. in color. 75¢.

N-5

Photography through the Microscope:

Introduces microscopy to the photographer, and photography to those already familiar with the microscope. It is an elementary booklet of direct interest in industry and education. Extensive data are given for Kodak plates and the many filters used in microscopy. Illus. 72 pp. 75¢.

P-2

Kodak Materials for Geophysical Exploration:

Covers the use of Kodak Linagraph materials in seismic methods of oil exploration. Includes data on Kodak Linagraph Papers, Films, and Chemicals and related Kodak products. 32 pp. 35¢.

P-23

Darkroom Design and Construction:

A manual for planning and erecting darkrooms for specialized purposes. Several floor plans and constructional aspects are treated. Discusses materials and their fabrication. Systems are described for controlling temperature of processing solutions. 64 pp. Illus. 50¢.

K-13

Kodak Photographic Plates for Scientific and Technical Use:

Specific information on the characteristics of the plates made by the Eastman Kodak Company, and especially of the Kodak Spectroscopic Plates made in the Research Laboratories. 40 pp. Illustrated. 50¢.

F-15

Infrared and Ultraviolet Photography:

A Data Book describing both the principles and practice in these two specialized fields. Contains Data Sheets on infrared film. 48 pp. Illustrated. 50¢.

M-3

Kodak Materials for Spectrum Analysis:

Photography for use in spectrum analysis is described, and directions are given for handling and processing the sensitive materials. Includes the spectral sensitivity and photographic characteristics of the many types of emulsions available. 36 pp. Illustrated. 50¢.

P-10

Photoelastic Stress Analysis:

Discusses the principles of photoelastic stress analysis, including apparatus and photographic material for recording stress patterns. Includes bibliography. 16 pp. Illus. 35¢.

P-5

Kodak Graphic Arts Handbook: (Revised)

Includes four Kodak Graphic Arts Data Books devoted to the photographic aspects of the graphic arts. Provides up-to-date information for the graphic arts craftsman so that he may translate technical details into practical results. Profusely illustrated. \$6.50.

W-24

**Kodak Graphic Arts Films and Plates:**

(2nd ED.)

Supplies detailed information on films and plates, including selection and use. Gives general information on physical and photographic properties and handling techniques, a glossary of photographic terms, and a Data Sheet for each of the Kodak materials for the graphic arts. 76 pp. Illustrated. 75¢.

Q-2

Color Separation from Reflection Copy:

(1st ED.)

Gives detailed information on materials, equipment, and procedures for the photomechanical reproduction of color copy which must be photographed by reflected light. Color separation and color correction are the two principal photographic problems in photomechanical reproduction. This book explains color separation. 48 pp. Illustrated. 75¢.

Q-4

Masking Color Transparencies for Photomechanical Reproduction:

(1st ED.)

For the color worker interested in masking color transparencies for reproduction. Shows how masking improves reproduction quality. Necessary equipment is described. Basic instructions are included for plotting and understanding sensitometric curves. 44 pp. Illustrated. 75¢.

Q-3

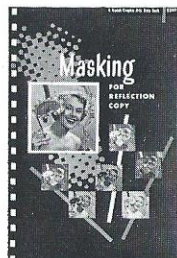
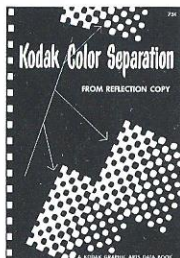
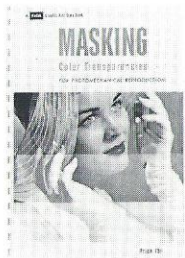
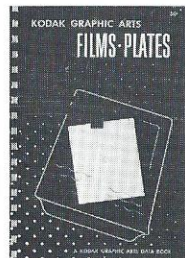
***Masking for Reflection Copy:**

(1st ED.)

Explains methods of color correction for those engaged in photomechanical reproduction of reflection copy. Describes the uses of masks, Magenta Masking Method, Positive Masking Method, Two-Stage Masking Method, Undercolor Removal for Wet Printing, Direct Halftone Color Separation with Masks. Specific directions are given for procedures described. 72 pp. Illus. \$1.00.

Q-5

* Similar item available in Spanish.

The Kodak Graphic Arts Handbook contains these sections

OTHER GRAPHIC ARTS PUBLICATIONS

How to Use Kodak Fluorescent Water Colors:

Written for the artist, this booklet explains how the process works. 20 pp. Illustrated. 50¢.

Q-6

Kodak Graphic Arts Exposure Computer:

This computer is used for determining the exposures for making half-tone negatives with Kodak Contact Screens. Other uses include calculating exposure times for color-separation negatives, photographic enlargements and contact printing. \$2.50.

Q-12

Photomechanical Reproduction of Fluorescent Art Work:

For the cameraman. Equipment and techniques for this process are described. 24 pp. Illus. 50¢.

Q-7

Kodak Color Separation Guides:

For photomechanical and photographic color-separation work. Consists of Kodak Color Control Patches (9 colors), Kodak Gray Scale, and Kodak Register Marks.

The 7-inch Guide set, \$1.15.

Q-13

The 14-inch Guide set, \$1.50.

Q-14

SPECIAL EXPOSURE AIDS

Kodak Projection Print Scale:

A circular transparency divided into numbered sectors forming a stepped exposure tablet. By following the instructions accompanying it, correct exposure can be determined for any enlargements. \$1.15.

R-26

Kodak Neutral Test Card:

An accessory designed primarily for use in color photography, although it has other photographic applications. The gray side of card has 18 percent reflectance; white side, 90 percent. Envelope of 4, with data. \$1.

R-27

SALES SERVICE DIVISION

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